

ABSTRACT

The method of and apparatus for providing localized information from an internet server or portal to a user without requiring the user to enter their location information preferably
5 maintains a location table of the IP addresses for wireless access points and the location information for the access point. When a user accesses a portal through a wireless access point to obtain localized information, the portal then determines, using the IP address for the wireless access point and the location table, the location information corresponding to that wireless access point. The portal then provides the localized information to the user for their location based on
10 the location information obtained from the location table without requiring the user to know or enter the location information. In an alternative embodiment, the location information is maintained at the wireless access point and automatically provided to the portal from the wireless access point.